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**From:** Ben Sherman - NOAA Federal  
**To:** Michael Milstein - NOAA Federal  
**CC:** MacIntyre, Mark; Holsman, Marianne  
**Sent:** 1/27/2015 7:57:21 PM  
**Subject:** Re: Press plans for OR CZARA

Great ---

Press release is slated for 10 a.m. PST 1 p.m. EST.

Ben S.

On Tue, Jan 27, 2015 at 6:51 PM, Michael Milstein - NOAA Federal <[michael.milstein@noaa.gov](mailto:michael.milstein@noaa.gov)> wrote:  
Just talked to Jeff Barnard and he's on board for talking to Will and Dennis at 4 pm Thursday afternoon. He agreed not to release his story until we put out our press release Friday morning. We'll call him at 4.

On Tue, Jan 27, 2015 at 3:02 PM, Michael Milstein - NOAA Federal <[michael.milstein@noaa.gov](mailto:michael.milstein@noaa.gov)> wrote:  
ok, I'll call him.

On Tue, Jan 27, 2015 at 2:38 PM, Michael Milstein - NOAA Federal <[michael.milstein@noaa.gov](mailto:michael.milstein@noaa.gov)> wrote:  
Did Marianne already talk with him? She said he's available Thursday. I'm glad to do it but also fine if you do.

On Tue, Jan 27, 2015 at 2:32 PM, MacIntyre, Mark <[Macintyre.Mark@epa.gov](mailto:Macintyre.Mark@epa.gov)> wrote:

Do you want to cal/ Jeff and outline the deal, the "run-of-show", embargo ground rules and make the offer for Thurs.?

MM

**From:** Michael Milstein - NOAA Federal [mailto:[michael.milstein@noaa.gov](mailto:michael.milstein@noaa.gov)]  
**Sent:** Tuesday, January 27, 2015 1:48 PM  
**To:** Ben Sherman - NOAA Federal  
**Cc:** Holsman, Marianne; Psyk, Christine; MacIntyre, Mark; McLerran, Dennis; Joelle Gore - NOAA Federal  
**Subject:** Re: Press plans for OR CZARA

I have held 3:30 to 4:30 on Will's schedule so there's time for the two of them to talk beforehand.

On Tue, Jan 27, 2015 at 11:13 AM, Ben Sherman - NOAA Federal <[ben.sherman@noaa.gov](mailto:ben.sherman@noaa.gov)> wrote:

Looks fine to me - though I will be out of pocket Friday as it is my AWS day and I have some appointments to attend. But will track emails and my desk phone rings on my cell if folks leave messages.

Ben S.

On Tue, Jan 27, 2015 at 1:51 PM, Holsman, Marianne <[Holsman.Marianne@epa.gov](mailto:Holsman.Marianne@epa.gov)> wrote:

Hi Folks:

We had a good chat with Michael M. this morning and here's our plan:

- 1) Embargo news release to Associated Press on Thursday afternoon. Will and Dennis talk at 3:45 to coordinate. Interview with reporter at 4:00 (assuming he's available). Embargo rules are: AP story does not run until after we issue the news release Friday morning. EPA is making contact with the reporter to check his availability on Thursday.
- 2) EPA will coordinate w/ODEQ to: share our news release, discuss our plans for reaching out to the press and hopefully learn the state's plan for proactive or reactive work with the press and their key public messages/general posture.
- 3) As we did last year, once the news release is issued Friday morning, Ben at NOAA will take any additional calls that come in (likely from the Oregonian).
- 4) Dennis would like to leave any editorial board interaction to the state of Oregon.

Let me know if you have any questions about this.

Thanks.

Marianne

Marianne Holsman

Public Affairs Director

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“... Early this morning I walked out the front door and bent and picked up the morning paper. Cool air, distant traffic, a whiff of lilies from along the driveway, and in the park across the street, a woman loping along with a yellow Lab. After a heart operation, it is all indescribably beautiful.” ---- Garrison Keillor, Time Magazine, Aug. 13, 2001 after open heart surgery.

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